

## CLAIMS

1      *par a!* 1. A method in a computer system for allocating display space on a web  
2      page, the method comprising:

3 receiving multiple bids/indicating a bid amount and an advertisement;

4 receiving a request to provide the web page to a user;

5 selecting, based at least in part on review of bid amounts, a received bid;

6 and

7 adding the advertisement of the selected bid to the web page.

1                           2. The method of claim 1 wherein the selecting of a received bid is  
2 performed after receiving of the request.

1                           3.        The method of claim 1 wherein the selecting of the received bid is based  
2        at least in part on demographics of the user.

1                   4.     The method of claim 1 wherein the selecting of the received bid is based  
2     at least in part on time at which the request is received.

1                   5.     The method of claim 1 wherein the selecting of the received bid is based  
2     at least in part on category to which the web page relates.

1                   6. The method of claim 1 wherein the selecting of the received bid is based  
2 at least in part on a score indicating a likelihood that all the requested advertising of the bid  
3 will be placed.

1                   7. / The method of claim 1 wherein the bid amount is based on points  
2 received for participating in a commercial transaction.

1                   8. The method of claim 7 wherein the commercial transaction is an  
2 auction.

1                   9. The method of claim 1 wherein the bid amount is based on points  
2 received for clicking through one web page to another web page.

1                   10. A method in a computer system for allocating advertising space, the  
2 method comprising:

3                   coordinating participation of a user in a transaction;

4                   allocating points to the user as a result of participation in the transaction;

5                   receiving on behalf of the user a request for allocation of advertising space for  
6 a number of allocated points; and

7                   allocating the advertising space to the user wherein the allocated points of the  
8 user is reduced by the number of allocated points.

1                   11. The method of claim 10 wherein the transaction is an auction.

1                   12. The method of claim 11 wherein the participation is listing of an item to  
2 be auctioned.

1                   13. The method of claim 11 wherein the participation is placing a bid on an  
2 item.

1                   14. The method of claim 11 wherein the participation is purchasing the  
2 item.

1                   15. The method of claim 10 wherein the participation is providing a web  
2 page through which a person selects another web page.

1           16. The method of claim 10 wherein the request for allocation is placing a  
2 bid specifying the number of allocated points for the advertising space.

1           17. The method of claim 10 wherein the request includes an indication of  
2 demographics of persons to whom the advertising space is to be displayed.

1           18. The method of claim 10 wherein the request includes an indication of  
2 time constraints for the requested advertising space.

1           19. The method of claim 10 wherein the request includes an indication of a  
2 category of items with which the allocated advertising space is to be associated.

1           20. The method of claim 10 wherein the request for allocation is derived  
2 from a software component that identifies an advertising strategy for the user.

1           21. The method of claim 20 wherein the advertising strategy is based at  
2 least in part on access patterns of users to categories with which advertising space is  
3 associated.

1           22. The method of claim 20 wherein the advertising strategy is based on at  
2 least in part similarity of an item being advertised to a category with which the advertising  
3 space is associated.

1           23. The method of claim 20 wherein the advertising strategy is based on at  
2 least in part on whether an item being advertised competes with an item associated with the  
3 advertising space.

1           24. A method in a computer system for selecting an advertisement to present  
2 to a user, the method comprising:

3 identifying an advertisement for an item to be presented to the user;  
4 when an advertisement for a related item has previously been presented to the  
5 user, analyzing activity of the user associated with the advertisement for the related item; and  
6 when the analysis indicates that the user may not be interested in the item of  
7 the identified advertisement, identifying an advertisement for another item.

1 25. The method of claim 24 wherein the related item is the same item.

1 26. The method of claim 24 wherein the analysis indicates that the user may  
2 not be interested in the item of the selected advertisement, when the user did not act on  
3 advertisements for related items a certain number of times.

1 27. A method in a computer system for selecting an advertisement to present  
2 to a user, the method comprising:

3 analyzing activity of the user associated with advertisements for items that  
4 were previously presented to the user; and

5 when the analysis indicates that the user may be interested in a certain item,  
6 identifying an advertisement for a related item.

1 28. The method of claim 27 wherein the analysis indicates that the user may  
2 be interested in a certain item, when the user selects a link provided by the advertisement.

1 29. The method of claim 27 wherein the analysis indicates that the user may  
2 be interested in a certain item, when the user purchases the item.

1 30. The method of claim 27 wherein the related item is the same item in  
2 which the user may be interested.